



CALL TO ARTISTS – Request for Proposals

boxART!

Art for Traffic Signal Control boxes – Phase 1

You are invited to submit a proposal for art to transform our traffic signal boxes into **boxART!** street murals that will be seen and appreciated by thousands of Fremont residents and visitors.

Project Description

Traffic signal control boxes, typically painted gray or olive green, have been colorfully transformed by artists in many municipalities to become wonderful street murals. Fremont is joining its neighbors to transform our utilitarian boxes into works of art for all to enjoy. Vibrant public art helps deter unsightly vandalism from our community and creates inviting spaces for residents and visitors alike. Fremont has over 160 boxes throughout the city. This first phase will transform 15 of them.

About the Boxes

Boxes are placed on or near street corners, and are visible to both pedestrian and vehicular traffic. The art should be “readable” both when viewed passing in a car at 35 mph and walking by at a leisurely pace.

Most boxes are approximately 56”Hx44”Wx27”D. Proposals should describe full surface coverage – all four sides and the top. The boxes have identification numbers, keyholes and certain other designated areas that should not be painted.

Artists may sign the work in the allocated space, 3”x5” in a lower right-hand corner, which will also house a QR code to take interested parties directly to your website.

Locations

This first phase will cover boxes that have experienced high incidents of graffiti and are located along high traffic corridors in the city. The remaining boxes will be spread throughout the city.

Themes:

Fremont is an award-winning city in education, safety, cultural diversity, government, advanced manufacturing and more. It’s future is very bright. **boxART!** themes can address any of these subjects, new ideas, and other city values such as:

- Sustainability
- Green Energy
- Community
- Education
- Technology
- Innovation
- Ecology
- Arts

- Humor
- Wonder

Artist Eligibility

The project is open to all artists living or working in Alameda County. Artists may work individually or in teams. Artists within any team must be individually eligible.

Project Budget

Artists or artist teams selected will receive \$600 per cabinet. Each cabinet will become available for painting when a sponsor is found. Artists are expected to supply their own professional grade water-based acrylic paints. All work must be completed and a final invoice submitted to the City of Fremont before payment.

Project Timeline for Phase 1

- June 12 - July 18, 2014: Call to Artists
- August: Art reviewed by City of Fremont Art Review Board. Artists notified.
- After notification Artists paired with sponsors
- As soon as a sponsor chooses an artwork to be painted, the artist is notified and a timeline is established. The artist must complete work within 2 weeks of the established timeframe. (Weather permitting).

Artist notifies **boxART!** Project Manager Susan Longini of completion:

Email: boxart@fremont.gov

Phone : 510-494-4555

- Artist submits invoice to:
Wayne Morris
Community Development Department
39550 Liberty Street
PO Box 5006
Fremont, CA 94537-5006
- Artist receives payment!
- Artwork is photographed for the City's website and Facebook pages and artists are given credit for their work. Sponsors are also given credit for their community involvement.

Design Criteria

All artwork must be original to the artist. Advertising is not allowed. Each artist/team **may submit up to 3 proposals** for **boxART!** murals.

Selection Process

The City of Fremont Art Review Board reviews the proposals. Accepted proposals will be placed in a portfolio for submission to sponsors.

Sponsors are solicited to underwrite boxes. In return, they may select the particular artwork from the portfolio of accepted artists/artwork.

We would like to keep all submitted proposals on file for 3 years. Your artwork may be shown to sponsors for subsequent phases of this project, so if your proposals were not chosen for the first phase, it is possible to be chosen at a later time.

Please note: There is no guarantee that an Art Review Board selected proposal will be chosen by a sponsor.

Contract

Once a sponsor chooses your art for **boxART!** and you are notified, the City of Fremont will prepare a contract.

Examples of this type of project in other communities can be seen at:

[Example 1](#)

[Example 2](#)

Questions may be addressed to:

Susan Longini

boxART! Program Manager

City of Fremont Traffic Control Box Art Program

Email: boxart@fremont.gov

Phone: 510-494-4555

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[Download Application](#)